



CLEARFIELD CITY COUNCIL  
AGENDA AND SUMMARY REPORT  
August 13, 2024 - WORK SESSION

*Meetings of the City Council of Clearfield City may be conducted via electronic means pursuant to Utah Code Ann. § 52-4-207 as amended. In such circumstances, contact will be established and maintained via electronic means and the meetings will be conducted pursuant to the Electronic Meetings Policy established by the City Council for electronic meetings.*

55 South State Street  
Third Floor  
Clearfield, Utah

**6:00 P.M. WORK SESSION**

Discussion regarding the Utah Avalanche Soccer Club and the Old School Property

Department Updates

*(Any item not fully addressed prior to the Policy Session will be addressed in a Work Session immediately following the Policy Session)*

**\*\*ADJOURN THE CITY COUNCIL WORK SESSION\*\***

Posted August 7, 2024.

/s/Chersty Titensor, Deputy City Recorder

The City of Clearfield, in accordance with the ‘Americans with Disabilities Act’ provides accommodations and auxiliary communicative aids and services for all those citizens needing assistance. Persons requesting these accommodations for City sponsored public meetings, service programs or events should call Nancy Dean at 801-525-2714, giving her 48-hour notice.

The complete public notice is posted on the Utah Public Notice Website - [www.utah.gov/pmn/](http://www.utah.gov/pmn/), the Clearfield City Website - [clearfield.city](http://clearfield.city), and at Clearfield City Hall, 55 South State Street, Clearfield, UT 84015. To request a copy of the public notice or for additional inquiries please contact Nancy R. Dean at Clearfield City, [nancy.dean@clearfieldcity.org](mailto:nancy.dean@clearfieldcity.org) & 801-525-2714



## STAFF REPORT

**TO:** Mayor Shepherd and City Council Members

**FROM:** Spencer Wayne Brimley, Community Development Director

**MEETING DATE:** August 13, 2024

**SUBJECT:** Discussion regarding the Utah Avalanche Soccer Club and the Old School Property

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### **RECOMMENDED ACTION**

This item is for discussion only and no request is being for a formal action, but rather staff is looking feedback and direction regarding the potential for a partnership with the Utah Avalanche.

### **DESCRIPTION / BACKGROUND**

The Executive Director of the Utah Avalanche has approached the city regarding interest in creating a partnership for the development of a parcel of land in the community. The use of the parcel would include soccer fields (2-3) for the Utah Avalanche with publicly accessible uses as well (pickle ball/playground) with parking a restrooms. The parcel would be shared by both parties, but a decision on the management and execution of this proposed facility is awaiting a discussion and direction from the Council. Staff has provided an analysis that was completed by the Utah Avalanche, along with a draft idea of how the site could be developed. No decisions have been made but Staff and the Mayor met with David about this opportunity, but recognized the need to obtain council input prior to moving forward. The analysis provided is per event, and Mr. Newman has stated that they have several events that would occur within the community over the course of a season.

### **CORRESPONDING POLICY PRIORITIES**

- Improving Clearfield's Image, Livability, and Economy
- Providing Quality Municipal Services

### **HEDGEHOG SCORE**

- Staff performed a Hedgehog analysis. Three staff participated in the evaluation and came up with an average score of 12 for the proposal and as a comparison came up with 15 as an average for it to remain as a potential city owned and operated park.



## **SCHEDULE / TIME CONSTRAINTS**

Mr. Newman is anxious to move forward with this project, but also recognizes that is better to get it right then to rush through. Mr. Newman would like to move forward to be functioning within the next 12-18 months, but is willing to take the time needed, if the city is interested.

## **LIST OF ATTACHMENTS**

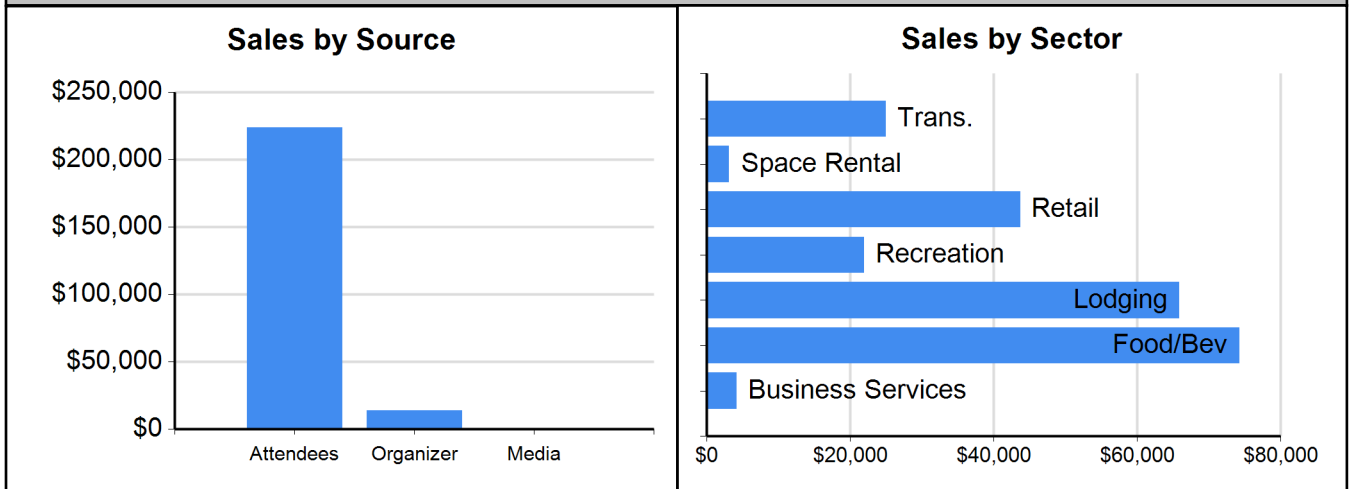
- Economic Impact Analysis
- Clearfield field/concept

# Event Impact Summary

Destination: Visit Salt Lake

Event Parameters		Key Results	
Event Name:	Competition Weekend x2	Business Sales (Direct):	\$237,998
Organization:	Utah Avalanche	Business Sales (Total):	\$429,979
Event Type:	Youth Amateur	Jobs Supported (Direct):	91
Start Date:	9/13/2024	Jobs Supported (Total):	177
End Date:	9/14/2024	Local Taxes (Total):	\$10,818
Overnight Attendees:	528	Net Direct Tax ROI:	\$9,048
Day Attendees:	0	Estimated Room Demand:	414

## Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$65,892	\$0	\$0	\$65,892
Transportation	\$24,744	\$176	\$25	\$24,945
Food & Beverage	\$67,705	\$6,529	\$0	\$74,234
Retail	\$43,711	\$0	\$0	\$43,711
Recreation	\$21,916	\$0	\$0	\$21,916
Space Rental	\$0	\$3,130	\$0	\$3,130
Business Services	\$0	\$4,156	\$14	\$4,170
<b>TOTAL</b>	<b>\$223,969</b>	<b>\$13,991</b>	<b>\$39</b>	<b>\$237,998</b>

# Event Impact Details

Destination: Visit Salt Lake

Event Name: Competition Weekend x2 2024

Organization: Utah Avalanche

Economic Impact Details			
	Direct	Indirect/Induced	Total
<b>Business Sales</b>	\$237,998	\$191,981	\$429,979
<b>Personal Income</b>	\$65,775	\$61,576	\$127,351
<b>Jobs Supported</b>			
Persons	91	86	177
Annual FTEs	2	1	3
<b>Taxes and Assessments</b>			
<u>Federal Total</u>	<u>\$19,946</u>	<u>\$17,060</u>	<u>\$37,006</u>
<u>State Total</u>	<u>\$12,068</u>	<u>\$3,570</u>	<u>\$15,638</u>
sales	\$10,412	\$2,328	\$12,740
income	\$589	\$551	\$1,139
bed	\$211	-	\$211
other	\$856	\$691	\$1,547
<u>Local Total (excl. property)</u>	<u>\$9,048</u>	<u>\$1,770</u>	<u>\$10,818</u>
sales	\$6,226	\$1,392	\$7,618
income	\$0	\$0	\$0
bed	\$659	-	\$659
per room charge	\$0	-	\$0
tourism district	\$1,318	-	\$1,318
restaurant	\$508	\$106	\$613
other	\$338	\$272	\$610
property tax	\$2,739	\$1,659	\$4,398

Event Return on Investment (ROI)		
<b>Direct local tax ROI (net property taxes)</b>		
Direct Tax Receipts	\$9,048	
DMO Hosting Costs	\$0	
Direct ROI	\$9,048	
Net Present Value	\$9,048	
Direct ROI (%)	-	
<b>Total local tax ROI (net property taxes)</b>		
Total Local Tax Receipts	\$10,818	
Total ROI	\$10,818	
Net Present Value	\$10,818	
Total ROI (%)	-	

Estimated Room Demand Metrics	
Room Nights (total)	414
Room Pickup (block only)	0
Peak Rooms	196
Total Visitor Days	1,119

